

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 3074
Buyer KEGAN BERAN
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //3074
Flight Dates 10/25/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

JOE HECK D3-60 SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-----------|----------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 1 | TH | 6A-7A | | :60 | \$1,400.00 | 10/25-10/25 | 1 | 1 | 1 | \$1,400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 2 | M | 6A-7A | | :60 | \$1,400.00 | 10/29-10/29 | 1 | 1 | 1 | \$1,400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 3 | TH-F | 5P-630P | | :60 | \$2,400.00 | 10/25-10/26 | 2 | 1 | 2 | \$4,800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 4 | TU | 5P-630P | | :60 | \$2,400.00 | 10/30-10/30 | 1 | 1 | 1 | \$2,400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 5 | TH-F | 730P-8P | | :60 | \$1,800.00 | 10/25-10/26 | 2 | 1 | 2 | \$3,600.00 | |
| | | | | Buyline Comment: FACE | | | | | | | | |
| | 6 | TH-F | 11P-1135P | | :60 | \$2,400.00 | 10/25-10/26 | 2 | 1 | 2 | \$4,800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 7 | SU | 7A-8A | | :60 | \$1,500.00 | 10/28-10/28 | 1 | 1 | 1 | \$1,500.00 | |
| | | | | Buyline Comment: SUN TODAY | | | | | | | | |

---REPORT TOTALS---

Report Totals: 10 / \$19,900.00

---SALES MONTHLY TOTALS---

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Oct 12: 8 / \$16,100.00

Nov 12: 2 / \$3,800.00

Sales Totals: 10 / \$19,900.00

Station Totals: 10 / \$19,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$79,600 | CATV | 0% | KBLR | 0% | KINC | 0% | KLAS | 25% | KSNV | 25% |
| | | KTNV | 25% | KTUD | 1% | KVCW | 2% | KVMY | 2% | KVVU | 20% |
| | | XXXX | 0% | | | | | | | | |

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE